NOVEMBER GRAVITY FEED
Copy Requirements

BACK PANEL:
DISTRIBUTORS:
1. Open from top to load product.
2. Load promotional product (6 cartons Lights, 4 cartons Menthol Lights) as shown, with hologram facing front of display as illustrated.
3. When fully loaded (total 10 cartons/50-deals), remove adhesive strip from back of header ~~die-cut~~ panel and lay flat against inside panel to seal.
4. Close top flap and ship to retail.

INSIDE LIP:
RETAILERS: Lift here to display product.

FRONT PANEL:
RETAILERS:
- Open top panel to reveal price circle and to display product.
- Envelope with Poster and Dangler enclosed.

ENVELOPE:
Poster and Dangler Enclosed. Open Now!

INSIDE SPACER:
DO NOT LOAD PRODUCT HERE

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Source: https://www.industrydocuments.ucsf.edu/docs/ktcm0004